

640 AM and FM 90

In the beginning...

On March 17, 1948, a group of Potsdam State students signed on what was eventually to become the largest bi-campus organization in Potsdam - Radio Station WNTC. At first they ran a 100 watt transmitter from the roof of Snell Hall. Slowly, WNTC evolved into a fairly large organization.

Article!! of the 1950 Constitution states: "The purpose of this organization shall be to operate a campus station for the entertainment and instruction of students at Potsdam State Teachers College and Clarkson College of Technology, and to encourage in all ways an interest in, and understanding of radio as an artistic and educational medium."

According to legend, part of the antenna fell onto the copper roof of Snell Hall causing WNTC's signal to be heard in Syracuse. Whether or not they heard it in Syracuse is doubtful, but it was heard at the FCC listening post in Malone. One of their agents reportedly broke all speed limits getting to Potsdam, dashed into the WNTC studios, and after half an hour of being calmed down, took WNTC off the air. This was 1956. In 1957, the station got back on. The main studio was Snell

In 1961, Ted Perkins and a few other Clarkson Norfolk. students founded "rebel station" WCCT which played classical music and was later to become WTSC. WCCT was recognized by the Student Council (Clarkson) and war between the two stations began; a war that would end up being the best thing that could happen to radio broadcasting in Potsdam.

The war terminated in 1962 with the creation of the Intercollegiate Radio Network (ICRN).

In 1962 the format of WNTC changed to mostly rock and roll. Collegiate Scene Magazine of 1964 called WNTC the "only station of this type in the East."

1964 was a big year for WNTC as we moved from Snell Hall to our present location, the Chemistry Annex (then known as Hiram Hall). 1964 was also the year of mass recruiting on both campuses, the first auditions for D.J.s, and Potsdam's first record surveys - the WNTC "Swinging Sixty-Four", later known as the "Dean's List".

In 1965 an article in the Racquette said "WNTC's principle purpose is to entertain. It also keeps both campuses informed through..its Collegiate Billboard. WNTC trains students to work in the radio field; ti provides fun for both listeners and staff personnel. In fact it is the largest extra-curricular activity on either campus."

WNTC's first competition came in May of 1965 when WSTS in Massena became WYBG and became a rock and roll station.

In 1966 our studior expanded into "the barn", a second quarter of the Chem Annex, with a massive

effort by the members amounting to several hundred contracts. man hours. This was one of the most ambitious projects ever undertaken by the station, or any organization in enrollemtn at SUCP which resulted in the closing of two Potsdam. 1966 was also the year for the birth of Sunday Night Solid Gold and a concentrated advertising effort fans were moved to Bowman, where technical problems to supplement SGA and CCT funding.

college community and ABC contemporary news.

amazing part of 1969 was the fact that membership hit with a brand new modulator, helping the advertising an all time high with a 50-50 distribution of CCT and cause since we reach more local folks. Record service presented to the SGA the 1971 budget passed without a play for our audiences. radio.

to broadcast an FM signal on the local TV cable system. FM 90 was born and our potential audience grew to include the villages of Potsdam, Canton, Norwood, and

In the 1971-72 year the staff was almost exactly 50-50 Clarkson and State, which lead to a fantastic Country. social atmosphere, a variety of talent, and exchange of ideas. With the concentration of talent and co-operation within the staff, our continuity and professional sound day. resulted in WNTC being the most listened to station by the college community (according to a listeners survey project).

The music remained rock and roll, nicely complementing the progressive sound of ICRN sister station STCS. With practically no money more studio improvements were made by staff members.

Stage XIII, Bowman, a building which defied any AM making a trip from the Clarkson Hill to downtown on radio signal.

72-73 saw increased sales advertising but the decrease in enrollment at SUCP resulted in a corresponding drop in the number of new members. (We actually started kidnapping people from their rooms.) Money got tight and expansion could only be accomplished if it didn't cost anything. With the help of a Wincee alumni who went on to get a job in radio production, WNTC acquired a new jingle package.

1973-74. Money was still tight. Trouble with the Telephone Company and Cable company changes resulted in FM 90 being missed by many off campus fans the line for "first come, first served." (oh the phone calls!). Alumni who had gone on to work in various aspects of radio and advertising contribute to the station with their advice, experience, and national ad

1974-75 fall semester saw a dramatic fall in the of our favorite dorms. It meant many of our most loyal prevented them from hearing us. Recently, research has 1967-68 WNTC provided 24 hour service to the found there is a possibility of getting an AM signal into the Bowman and Lehman highrises. This year was the Programming was expanded in 1969 to include loss of many talented seniors and with them a lot of progressive album cuts with Top 40 singles. The most valuable experience. But, FM 90's signal was improved State students, yet SGA tried to discontinue funding. and communication with record companies has im-After a petition signed by 1600 State sutdents was proved immensely. We now receive much more music to

single cut. Also in 1971 the air studio was rebuilt to Right now, SGA's executive council is trying to trim twice its old size in only 2 weeks without interupting their budget by getting rid of one of Potsdam's oldest broadcasting! The format underwent more changes, and and most popular organizations. Times are hard, but no some of the results were in league with professional matter what happens, WNTC (as we have since 1947) will continue to broadcast, on 64 AM and FM90 to our In 1971 WNTC became the first college radio station friends of the State University and Clarkson College.

WNTC Firsts

First campus radio station in Potsdam.

1963 - Had first tape cart machine in North

1964-65 - surveys published in Potsdam.

1967-68 - full time radio in Potsdam. 24 hours every

1971 - WNTC cable FM 90 is born. WNTC is first taken by 4 Clarkson students for a management class radio station, campus or commercial to broadcast via cable system.

Insane or not, WNTC did it

February, 1962 - Richard Kay accepts a bet by Doug Robinson to broadcast all weekend (48 hours). 1971-72 was also the first year for the occupation of Kay won the bet, and Robinson had to pay off by his hands and knees.

> Lewis House dances, record hops - music provided by WNTC's D.J.s and the Sparta board.

Marathon Maniacs - a group of crazies; who took over the station about one weekend a month for their own purposes.

Barry's Madhouse

May, 1967 - "The Library Move" - 80,000 books moved into Crumb library by State students to the music of WNTC.

1968 - CCT Housing Office Broadcast, entertaining

Hearts Tournament

Cafeteria remotes, Frank's every Friday remotes

Subyluke Lunkaby

Carkinal Fang, The Spanish Inquisition, Kidnapping of the Clock Laky Moore House Sock Hop.

Radio 730 in Potsdam

by ANDY DAVIDSON

The first time the idea of Potsdam State Radio Station came up was in March of 1966. The planning was triggered by some conflict with the already existing WNTC as far as staffing and programming were concerned.

We first went on the air December 7, 1967. Since that time WRPS has, as most people know, had its ups and downs. Most sources of controversy stemmed from finances. The most severe action taken against the station happened at last year's budget hearings. The WRPS budget has been cut to less than \$1,000. This action was not unjustified as WRPS was having serious transmission and staffing problems. Personally I am very proud of the progress the station has made in the last year. We have improved transmission greatly and we now have a full staff.

WRPS tries to have as diverse programming as possible. Our format is mainly centered around popular rock music. However we have programs including soul, jazz, classical and progressive music.

Potsdam Basketball, hockey and we may possibly cover willing to work for a better broadcasting facility. baseball and soccer. Next year we will also be doing some away basketball and hockey games.

reinstated as well as increased campus coverage.



Photo by Jeffrey Delman

WRPS has a long way to go in following years but it is certainly not out of the question. this past year has given as spark to people that have Our sports department is also expanding, we cover never been involved in radio before and these people are for merging the two stations. The possibilities for this

going free air, in other words converting to a station However, this also will take a lot of work and planning. Our news department has been effectively stifled licensed by the FCC which will be heard all over this this semester because of trouble getting money for the area on a free AM radiating basis. As it is now we merger for reasons which are to lengthy to explain here. Associated Press Service. But now that budget hearings broadcast on a system known as carrier current which But there are new proposals being worked on. We would are just about over it looks as if our 6:30 report will be utilizes the power lines to this campus only. This is a appreciate any comments either for or against this

We are presently working with WNTC on a proposal are endless. If this becomes a reality it would definately Some of our long range goals include specifically, increase the quality of broadcasting in this area.

WRPS did-not approve the first proposal for this possibility which will take much work and research but merger. WRPS is a Potsdam State radio and is for the students so your ideas will definately be of value.